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Spring 2-1-2004

# MBA 685.01: International Business

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## **MBA 685, International Business --- Spring Semester, 2004**

### **Course Outline (Day Class) --- Dr. Nader H. Shooshtari**

Text: Charles Hill, International Business: Competing in the Global Marketplace, McGraw-Hill, 2003.

Course Objectives: To gain a genuine appreciation and knowledge of the field of international business, its theories and institutions, and to examine how the firm functions in an international setting.

Course Conduct: This course will utilize a combination of lectures, case assignments, handouts, and instructional videos. I will invite guest lecturers as appropriate to share their international experience with the class. This class is designed to be highly interactive. When class is in session, I expect students to be attentive to me as well as to other students. Talking to others around you, while a discussion is going on is rude, distracting and disruptive and **unacceptable**. I expect you to show up on time, and to be prepared to contribute. If you are going to be absent for any reason, email me in advance concerning your absence. If you do not notify me, I will assume that you have “blown off” class. Class participation and contribution account for 30% of your total grade for the class. Other members of your group will evaluate your class participation and contribution which will affect this component of your grade.

Examinations: There will be a total of two essay-type exams, each covering about half of the course material. Make-up exams are given only in severe cases of hardship and must be arranged in advance.

Written Assignments: Written assignments include three group cases. Case write ups should be kept to six double-spaced typed, one-sided pages, font size 12. Case reports should include comments and responses to the questions raised at the end of each case. Cases will be graded on the basis of content as well as format (i.e., spelling, grammar, pagination, etc.) and must be turned in by their assigned due dates (group members should keep a copy for their own use during class discussions). Case content relates to how well you analyze rather than rehash the case information and the extent that you are able to intelligently incorporate relevant concepts and theories in your analysis. Each group member is evaluated by other group members for contribution to group case assignments. Given the nature of the assigned cases, late cases will not be accepted under any conditions, and a grade of zero will be assigned for cases not turned in by their due dates.

Grades will be weighted in the following manner:

Two Exams (20%, and 20%)	40%
Three cases (10% each)	30%
Class contribution	30%
Total	100%

Course grades will be assigned as follows: (Grades are not curved and in fairness to the entire class, there will be no opportunity for anyone to do additional work for extra credit)

90-100%	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

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                 Hours:        11:00-12:00, T,W, R -- 5:00-6:00 pm T, and by appointment  
                 Phone:        243-2273

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**MBA 685 --- International Business**  
**Day Class Schedule - Spring Semester, 2004**

<b>DATE</b>	<b>DISCUSSION AND WRITTEN CASES</b>	<b>CHAPTER ASSIGNMENTS</b>
March 2, 4	Dixon Ticonderoga – Victim of Globalization? Page 32; Nike: The Sweatshop Debate, Page 130; The Rise of the Indian software Industry, Page 167.	Chs.1,4
March 9, 11	The Costs of Protectionism in the United States, Page 175; The Truth About Industrial Country Tariffs (handout).	Ch.5
March 16, 18	The Americanization of Toyota (handout) Written Case 1: Electrolux, page 224, due March 18.	Ch.6
March 23, <b>No class on 25<sup>th</sup></b>	A Wider Europe: The Challenge of EU Enlargement (handout).	Ch.8 (pages 258 - 265)
March 30, April 1	Spring Break	No Class!
April 6, 8	Written Case 2: Protecting U.S. Steel, page 292 (questions 1 through 4 only), due April 6.	Ch. 9
April 13, 15	Exam I (Chs. 1,4,5,6,8,9), April 13	Exam I, Ch.10 (pages 335-352)
April 20, 22	The Great Transition (handout), The Hidden Dragons (handout).	Ch.12 (pages 422-427), Ch.14
April 27,29	Written Case 3: Nestle: Global Strategy, page 506 (questions 1,2,4, and 5 only), due April 27.	Ch. 17
May 4, 6	Wrap up!	Ch. 18
May 11	EXAM II (Chs.10,12, 14,17,18), 8:00-10:00 am	Exam 2